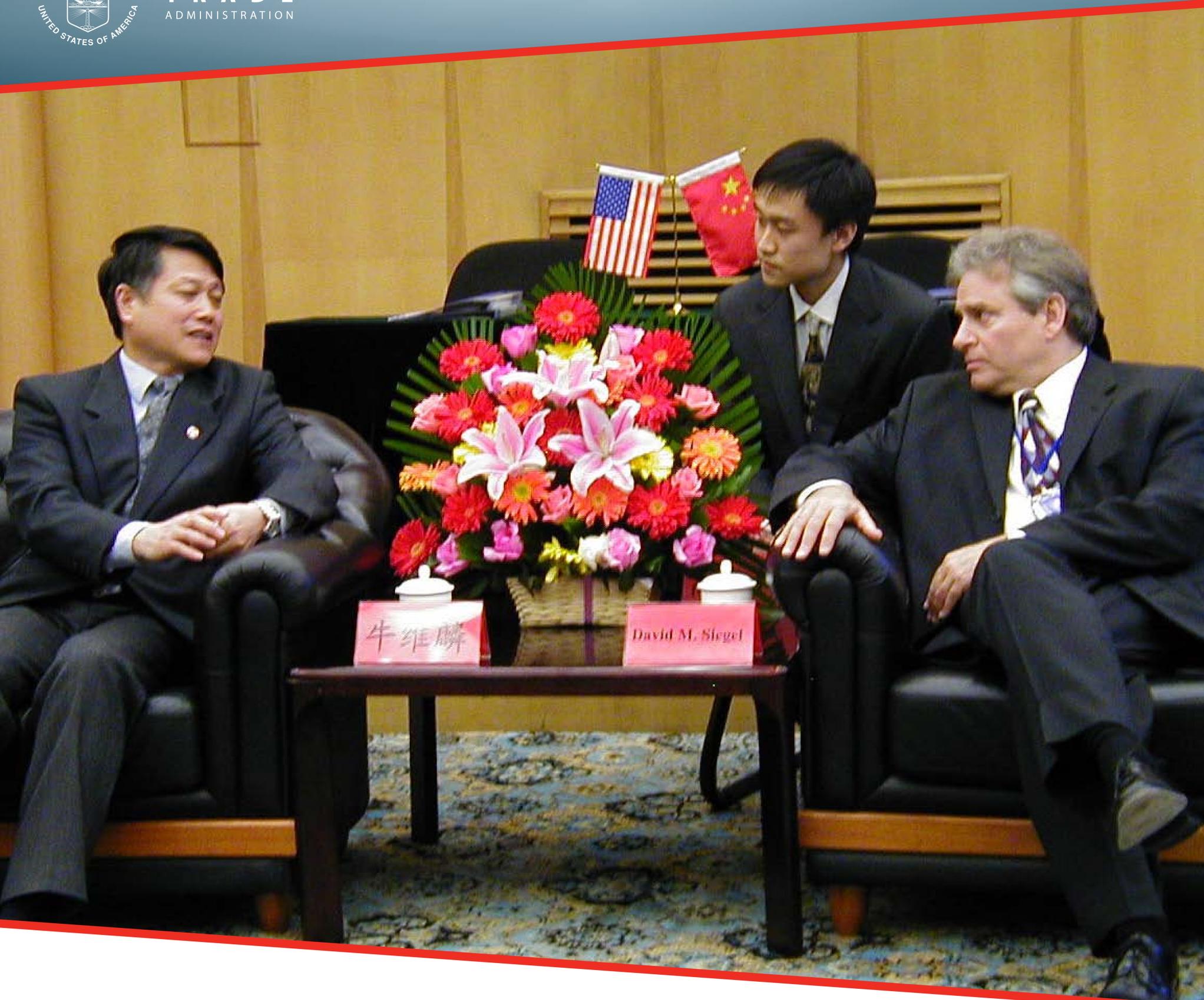




INTERNATIONAL  
**TRADE**  
ADMINISTRATION



## Market Development Cooperator Program **Face Time**

In China, personal relationships mean everything—especially in business. Without face-to-face meetings, it is hard to make a sale. Personal meetings allowed the American Planning Association to help U.S. urban planners secure 27 contracts in China, valued at \$8 million.

A study of MDCP projects revealed that greater foreign travel budgets lead to higher export values.

[trade.gov/mdcp](https://trade.gov/mdcp)